

What is claimed is:

1 1. A method to provide a consumer aggregation service on
2 a network service provider comprising the steps of:
3 registering users with the aggregation service;
4 granting the registered user access to the World Wide
5 Web through the aggregation service;
6 replacing the registered user's individual identity
7 with the aggregation service identity as the user browses
8 World Wide Web sites.

1 2. The method of claim 1, further comprising the steps
2 of:
3 receiving transaction information for at least one
4 registered user;
5 intercepting an electronic merchandise order placed by
6 the registered user with a merchant through an electronic
7 network;
8 charging the registered user for the order;
9 executing the order with the merchant on the
10 registered user's behalf so that the aggregation service's
11 identity is charged by the merchant for the order; and
12 storing information regarding each purchase in a
13 database.

09779214-020001

1 3. The method of claim 2, wherein the aggregation service
2 ships the purchased product to the registered user once the
3 purchased product is received.

1 4. The method of claim 2, wherein the aggregation service
2 gives the shipping address of the registered user to the
3 merchant so that the purchased product may be shipped
4 directly from the merchant to the registered user.

1 5. The method of claim 1, wherein the aggregation service
2 collects coupons or bonuses from web sites based on the web
3 surfing of its registered users and stores them in a
4 database.

1 6. The method of claim 2, wherein the aggregation service
2 collects coupons or bonuses from a merchant because of the
3 purchase made by the registered user and stores them in a
4 database.

1 7. The method of claim 6, wherein the aggregation service
2 awards a registered user coupon or bonus points based on
3 the purchase made by the registered user.

1 8. The method of claim 7, wherein the aggregation service
2 allows the registered user to trade in coupon or bonus

3 points to obtain coupons or bonuses collected by the
4 aggregation service.

1 9. The method of claim 2, wherein the aggregation service
2 obtains financial benefits from a supplier or merchant
3 based on the aggregate purchase volume at the supplier's or
4 merchant's site.

1 10. The method of claim 9, wherein the financial benefit
2 can be a volume discount offered to registered users of the
3 aggregation service.

1 11. The method of claim 9, wherein the financial benefit
2 can be an upgrade on the method of shipping.

1 12. The method of claim 9, wherein the distribution of the
2 financial benefit to registered users can be based on the
3 amount of purchases made by registered users in the past.

1 13. The method of claim 9, wherein the financial benefit
2 can be distributed evenly to all registered users
3 purchasing a specific product.

1 14. The method of claim 9, wherein the distribution of the
2 financial benefit can be tied to a special purchase
3 program, such as buying one product allows the registered
4 user to get a second product at half price.

1 15. The method of claim 1, wherein the aggregation service
2 preserves the anonymity of its registered users by
3 referring to them by assigned ID numbers.

1 16. The method of claim 2, wherein a shipping company
2 ships the purchased product to the registered user once the
3 purchased product is received.

1 17. The method of claim 15, wherein shipping address of
2 the registered user is only decodable to a physical address
3 by the shipping company.

1 18. The method of claim 2 further comprising the step of
2 permitting the registered user to specify the maximum price
3 of items the user is interested in purchasing.

1 19. The method of claim 1, wherein the aggregation service
2 may be comprised of multiple aggregation sites all
3 connected through a central controller.

1 20. The method of claim 19, wherein the aggregation sites
2 are controlled by a third party to the aggregation service.

1 21. The method of claim 1, wherein the registered user's
2 information is stored in a database.

1 22. The method of claim 2, wherein the information
2 regarding each purchase is stored in a database.

1 23. Computer executable software code stored on a computer
2 readable medium, the code for providing a consumer
3 aggregation service on a network service provider,
4 comprising:

5 code to register users with the aggregation service;
6 code to grant the registered user access to the World
7 Wide Web through the aggregation service;
8 code to replace the registered user's individual
9 identity with the aggregation service identity as the user
10 browses World Wide Web sites.

1 24. The computer executable code of claim 21, further
2 comprising:

3 code to receive transaction information for at least
4 one registered user;

5 code to intercept an electronic merchandise order
6 placed by the registered user with a merchant through an
7 electronic network;

8 code to charge a registered user for the orders; and

9 code to execute the order with the merchant on the
10 registered user's behalf so that the aggregation service's
11 identity is charged by the merchant for the order.

1 25. A computer system for providing a consumer aggregation
 2 service on a network service provider, comprising:
 3 a memory having at least one region for storing
 4 computer executable program code; and
 5 a processor for executing the program code stored in
 6 memory, wherein the program code includes:
 7 code to register users with the aggregation service;
 8 code to grant the registered user access to the World
 9 Wide Web through the aggregation service
 10 code to replace the registered user's individual
 11 identity with the aggregation service identity as the user
 12 browses World Wide Web sites.

1 26. The computer system of claim 25, further comprising:
 2 code to receive transaction information for at least
 3 one registered user;
 4 code to intercept an electronic merchandise order
 5 placed by the registered user with a merchant through an
 6 electronic network;
 7 code to charge a registered user for the orders; and
 8 code to execute the order with the merchant on the
 9 registered user's behalf so that the aggregation service's
 10 identity is charged by the merchant for the order.